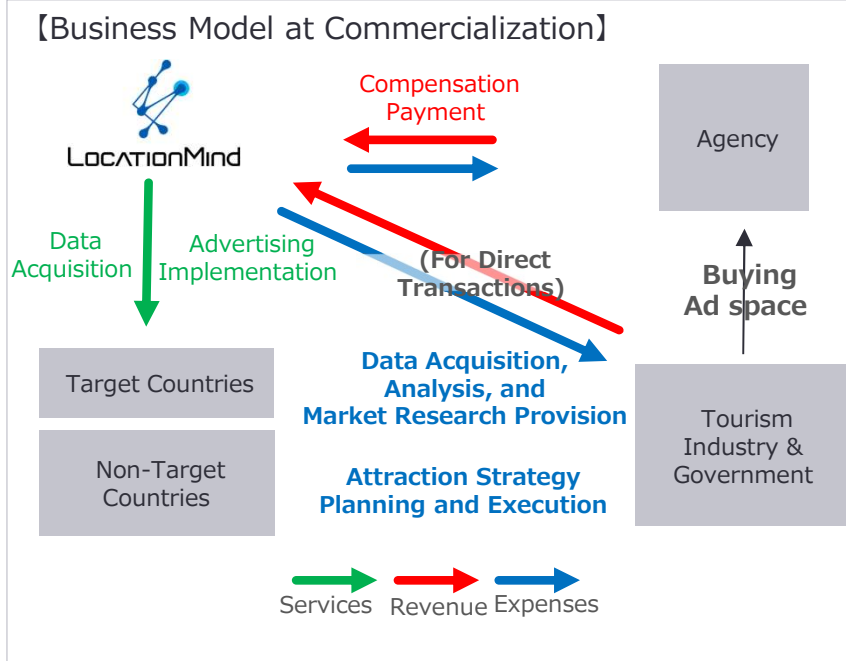


Global South Future-Oriented Co-Creation Project Under the FY2024 Supplementary Budget

(Large-Scale Demonstration: Non-ASEAN Member Countries) First Call for Proposals

Project Name	Kingdom of Saudi Arabia, United Arab Emirates, State of Qatar / Location-Based AI Demonstration Project to Accelerate Global Human Mobility		
Company Name	LocationMind Inc.	Company Size	non-SMEs
Business Type	① Co-creation contributing to innovation in Japan / ② Overseas deployment of Japan's advanced technologies / ③ Supply chain resilience enhancement		
Business Sector	① GX field / ② DX field / ③ Economic security field		
Project Scale	Total project cost: 1,085 million yen / Total eligible expenses: 1,085 million yen / Grant application amount: 542.5 million yen		

Project Overview



【Overview】

This proposal seeks to commercialize a large-scale AI system that leverages global smartphone GPS data to identify individuals most likely to visit Saudi Arabia, the UAE, and Qatar. Attraction strategies will be applied and effectiveness measured, including verification of actual visits. This structure represents a novel and innovative tourism business model.

We aim to boost the tourism sector—central to the target countries' national growth—through digital-driven initiatives, and to gain first-mover advantage in the emerging tourism AI market. The project offers both strong social impact and business potential.

【Key Technologies and Demonstrability】

Key Technology: AI development and analysis of location-based big data.

Demonstrability: We will test AI-driven targeting, implement attraction measures, and verify and refine outcomes.

【Schedule】

Planned duration: 3 years from grant approval

Benefits for Japan

Japan's digital marketing and advertising sectors lag behind Western IT leaders like Google and Facebook, with limited overseas success and a growing digital deficit. This weakness arises from insufficient market data collection, leading to weak research and AI development, and ultimately declining international competitiveness in the digital field. Countries lacking market research risk missing global opportunities and failing to detect emerging business models across industries.

Through this proposal, we will expand Japan's access to global location-based big data and contribute to a digital surplus by analyzing and selling this data overseas. Organizing this data will also strengthen Japan's R&D foundation that leads the world. Specifically, we will conduct field tests in target countries to optimize AI for tourism industries and test introducing Japanese IP at high-traffic tourist sites, exploring contributions to overseas tourism and potential industrial exports.